

BAB 5

SIMPULAN DAN SARAN

5.1 Simpulan

Dari hasil pengujian hipotesis dan pembahasan, maka simpulan yang dapat diuraikan dalam penelitian ini adalah sebagai berikut:

1. *Trust In Online Store* berpengaruh negatif terhadap *Perceived Risk* pada Produk *Fashion Online* di Surabaya. Dengan demikian, hipotesis pertama yang menyatakan bahwa *Trust In Online Store* berpengaruh terhadap *Perceived Risk* diterima.
2. *Perceived Risk* berpengaruh negatif terhadap *Attitude Towards Online Purchasing* pada Produk *Fashion Online* di Surabaya. Dengan demikian, hipotesis kedua yang menyatakan bahwa *Perceived Risk* berpengaruh terhadap *Attitude Towards Online Purchasing* diterima.
3. *Attitude Towards Online Purchasing* berpengaruh positif terhadap *Online Purchase Intention* pada Produk *Fashion Online* di Surabaya. Dengan demikian, hipotesis ketiga yang menyatakan bahwa *Attitude Towards Online Purchasing* berpengaruh terhadap *Online Purchase Intention* diterima.

5.2 Saran

Berdasarkan pada simpulan penelitian di atas, maka saran yang diajukan adalah sebagai berikut:

1. Penelitian mendatang diharapkan mampu melakukan penelitian lebih dalam mengenai hubungan antara *Trust In Online Store* dengan *Perceived Risk*, *Perceived Risk* dengan *Attitude Towards Online Purchasing* dan *Attitude Towards*

Online Purchasing dengan *Online Purchase Intention* pada produk *fashion* secara *online*. Dan juga pengaruh variabel lain terhadap Minat Beli Konsumen yang tidak dijelaskan pada penelitian ini cukup besar persentasenya, sehingga diharapkan pihak peneliti dapat meneliti lebih lanjut variabel-variabel lain yang berpengaruh terhadap Miat Beli Konsumen.

2. Peningkatan Minat Beli Konsumen dapat dilakukan dengan peningkatan kepercayaan atas toko *online*, pengurangan resiko yang terjadi, dan sikap terhadap pembelian *online*. Semakin besar nilai kepercayaan konsumen terhadap toko *online*, maka semakin kecil resiko yang dialami dan semakin bertambah sikap konsumen akan pembelian secara *online*. Dan juga pihak toko *online* produk *fashion* perlu meningkatkan tingkat kepercayaan konsumen terhadap produk yang ditawarkan kepada konsumen, sehingga diharapkan konsumen memiliki kepercayaan yang sesuai dengan harapannya.
3. Adanya keterbatasan penelitian tentang objek penelitian yang kurang mengarah pada pembelian *online shopping*. Disini peneliti meneliti melalui media promosi seperti *facebook* dan *blackberry messenger*, sehingga diharapkan pada penelitian mendatang peneliti dapat melakukan penelitian melalui situs *online shopping* seperti kaskus, toko bagus.com, berniaga.com dan lainnya.

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Kuesioner Penelitian

Kepada:

Yth. Para Responden

Dalam rangka memenuhi persyaratan Tugas Akhir (Skripsi), saya, Tjioe Amelia Soegiarto, Mahasiswa Fakultas Bisnis Jurusan Manajemen Universitas Katolik Widya Mandala Surabaya, melakukan Penelitian dengan judul : Analisis Pengaruh *Trust In Online Store*, *Perceived Risk*, *Attitude Towards Online Purchasing* terhadap Minat Beli Konsumen Produk *Fashion* di Surabaya. Dengan adanya kuesioner ini diharapkan responden dapat mengisi angket sesuai dengan pilihan yang ada dan menjawab dengan sebenar-benarnya. Terima Kasih.

Beri tanda (x) atau lingkari pada jawaban yang dipilih

I. Data Responden

- | | | |
|------------------|---|-------------------------|
| 1. Jenis Kelamin | a. Pria | b. Wanita |
| 2. Umur | a. $17 - \leq 26$ tahun | c. $36 - \leq 45$ tahun |
| | b. $26 - \leq 35$ tahun | d. ≥ 45 tahun |
| 3. Pekerjaan | a. Wiraswasta | b. Pegawai Swasta |
| | c. Pegawai negri | d. Mahasiswa/Pelajar |
| 4. Pendapatan | a. Rp. 1.000.000,- s/d \leq Rp. 2.000.000,- | |
| | b. Rp. 2.000.000,- s/d \leq Rp. 3.000.000,- | |
| | c. \geq Rp. 3.000.000,- | |
| 5. Pendidikan | a. SMU / sederajat | c. Stratum – 2 |
| | b. Stratum – 1 | d. Stratum – 3 |

II. Frekuensi Pembelian

1. Apakah anda pernah membeli produk *fashion* secara *online*?

a. Pernah
kuesioner)

b. Tidak Pernah (mohon berhenti mengisi

2. Dalam 2 bulan terakhir apakah anda sering melihat produk *fashion* secara *online*?

a. Ya b. Tidak

3. Apakah anda sering mengunjungi situs *online* yang menjual produk *fashion*?

a. Ya b. Tidak

Beri tanda silang (x) atau centang (√) pada jawaban yang dipilih

STS = Sangat Tidak Setuju (1), TS = Tidak Setuju (2), N = Netral (3), S = Setuju(4), SS = Sangat Setuju (5)

<i>Trust in Online Store</i>						
No	Pernyataan	STS	TS	N	S	SS
1	Toko <i>online</i> dikenal sebagai salah satu toko yang dapat menepati janji.					
2	Saya tetap harus selalu waspada terhadap toko <i>online</i> . (R)					
3	Toko <i>online</i> terkadang memberikan barang yang tidak sesuai dengan janji. (R)					
4	Pelayanan di toko <i>online</i> sesuai dengan harapan saya.					

<i>Perceived Risk</i>						
No	Pernyataan	STS	TS	N	S	SS
1	Menurut saya, melakukan pembelian secara <i>online</i> mengandung resiko.					

2	Saya tidak yakin bahwa produk yang dibeli secara <i>online</i> akan persis seperti yang ditawarkan.					
3	Pembelian secara <i>online</i> beresiko mengingat pengorbanan yang harus saya keluarkan.					

<i>Attitudes Towards Online Shopping</i>						
No	Pernyataan	STS	TS	N	S	SS
1	Ide menggunakan website untuk membeli produk <i>fashion</i> secara <i>online</i> adalah suatu hal yang menarik.					
2	Saya suka dengan adanya ide membeli produk <i>fashion</i> secara <i>online</i> melalui website					
3	Menggunakan website untuk membeli produk <i>fashion</i> secara <i>online</i> merupakan ide yang bagus.					

<i>Online Purchase Intention</i>						
No	Pernyataan	STS	TS	N	S	SS
1	Saya akan kembali berbelanja secara <i>online</i> .					
2	Saya akan memilih membeli produk <i>fashion</i> secara <i>online</i> dalam waktu dekat ini.					
3	Saya akan memilih membeli produk <i>fashion</i> secara <i>online</i> dalam jangka waktu yang panjang. (R)					

Lampiran 1

Deskripsi Responden

Distribusi Jenis Kelamin Responden

Karakteristik		Responden	
		Jumlah	%
Jenis kelamin	Pria	39	26
	Wanita	111	74
	Total	150	100

Distribusi Umur Responden

Range Umur	Responden	
	Jumlah	%
$17 - \leq 26$ Tahun	90	60
$26 - \leq 35$ Tahun	36	24
$36 - \leq 45$ Tahun	18	12
≥ 45 Tahun	6	4
Total	150	100

Distribusi Pekerjaan Responden

Pekerjaan	Responden	
	Jumlah	%
Wiraswasta	14	9,33
Pegawai Negri	22	14,67
Pegawai Swasta	45	30
Mahasiswa/Pelajar	69	46

Total	150	100
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Distribusi Pendidikan Responden

Pendidikan	Responden	
	Jumlah	%
SMU / sederajat	57	38
Stratum – 1	73	48,67
Stratum – 2	18	12
Stratum – 3	2	1,33
Total	150	100

Frekuensi Pembelian Responden

No	Frekuensi Pembelian		Jumlah Responden	
			Orang	Persentase
1	Pernah membeli produk <i>fashion</i> secara <i>online</i>	Ya	150	100.00
		Tidak	0	0.00
		Total	150	100.00
2	Dalam 2 bulan terakhir sering melihat produk <i>fashion</i> secara <i>online</i>	Ya	84	56.00
		Tidak	66	44.00
		Total	150	100.00
3	Sering mengunjungi situs	Ya	106	70.67
		Tidak	44	29.33

	<i>online yang menjual produk fashion</i>	Total	150	100.00
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Statistik Deskripsi Variabel

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TR1	150	1	5	3,55	1,059
TR2	150	1	5	3,57	1,277
TR3	150	1	5	3,54	1,191
TR4	150	1	5	3,49	1,145
TR	150	1,25	5,00	3,5383	1,05620
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PR1	150	1	5	2,49	1,230
PR2	150	1	5	2,49	1,151
PR3	150	1	5	2,39	1,423
PR	150	1,00	5,00	2,4556	1,16589
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
AT1	150	1	5	3,70	1,437
AT2	150	1	5	3,75	1,439
AT3	150	1	5	3,57	1,430
AT	150	1,00	5,00	3,6711	1,37897
Valid N (listwise)	150				

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
OP1	150	1	5	3,80	1,390
OP2	150	1	5	3,77	1,424
OP3	150	1	5	3,61	1,414
OP	150	1,00	5,00	3,7267	1,35170
Valid N (listwise)	150				

Frequency Table

Trust In Online Store 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	6	4,0	4,0	4,0
2	20	13,3	13,3	17,3
3	36	24,0	24,0	41,3
4	61	40,7	40,7	82,0
5	27	18,0	18,0	100,0
Total	150	100,0	100,0	

Trust In Online Store 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	12	8,0	8,0	8,0
2	26	17,3	17,3	25,3
3	18	12,0	12,0	37,3
4	53	35,3	35,3	72,7
5	41	27,3	27,3	100,0
Total	150	100,0	100,0	

Trust In Online Store 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	10	6,7	6,7	6,7
2	28	18,7	18,7	25,3
3	12	8,0	8,0	33,3
4	71	47,3	47,3	80,7
5	29	19,3	19,3	100,0
Total	150	100,0	100,0	

Trust In Online Store 4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	9	6,0	6,0	6,0
	2	25	16,7	16,7	22,7
	3	26	17,3	17,3	40,0
	4	63	42,0	42,0	82,0
	5	27	18,0	18,0	100,0
	Total	150	100,0	100,0	

Perceived Risk 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	21,3	21,3	21,3
	2	63	42,0	42,0	63,3
	3	15	10,0	10,0	73,3
	4	29	19,3	19,3	92,7
	5	11	7,3	7,3	100,0
	Total	150	100,0	100,0	

Perceived Risk 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	32	21,3	21,3	21,3
	2	55	36,7	36,7	58,0
	3	27	18,0	18,0	76,0
	4	30	20,0	20,0	96,0
	5	6	4,0	4,0	100,0
	Total	150	100,0	100,0	

Perceived Risk 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	49	32,7	32,7	32,7
	2	57	38,0	38,0	70,7
	3	2	1,3	1,3	72,0
	4	21	14,0	14,0	86,0
	5	21	14,0	14,0	100,0
	Total	150	100,0	100,0	

Attitude Towards Online Purchasing 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	18	12,0	12,0	12,0
	2	25	16,7	16,7	28,7
	4	48	32,0	32,0	60,7
	5	59	39,3	39,3	100,0
	Total	150	100,0	100,0	

Attitude Towards Online Purchasing 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	10,7	10,7	10,7
	2	27	18,0	18,0	28,7
	3	1	,7	,7	29,3
	4	41	27,3	27,3	56,7
	5	65	43,3	43,3	100,0
	Total	150	100,0	100,0	

Attitude Towards Online Purchasing 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	23	15,3	15,3	15,3
	2	20	13,3	13,3	28,7
	3	1	,7	,7	29,3
	4	61	40,7	40,7	70,0
	5	45	30,0	30,0	100,0
	Total	150	100,0	100,0	

Online Purchase Intention 1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	13	8,7	8,7	8,7
	2	28	18,7	18,7	27,3
	4	44	29,3	29,3	56,7
	5	65	43,3	43,3	100,0
	Total	150	100,0	100,0	

Online Purchase Intention 2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	16	10,7	10,7	10,7
	2	25	16,7	16,7	27,3
	3	1	,7	,7	28,0
	4	43	28,7	28,7	56,7
	5	65	43,3	43,3	100,0
	Total	150	100,0	100,0	

Online Purchase Intention 3

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	22	14,7	14,7	14,7
	2	19	12,7	12,7	27,3
	3	1	,7	,7	28,0
	4	62	41,3	41,3	69,3
	5	46	30,7	30,7	100,0
Total		150	100,0	100,0	

Lampiran 2

Correlations

		Correlations				
		TR1	TR2	TR3	TR4	TRTotal
TR1	Pearson Correlation	1	,675**	,709**	,958**	,914**
	Sig. (2-tailed)		,000	,000	,000	,000
	N	150	150	150	150	150
TR2	Pearson Correlation	,675*	1	,791**	,712**	,887**
	Sig. (2-tailed)	,000		,000	,000	,000
	N	150	150	150	150	150
TR3	Pearson Correlation	,709*	,791**	1	,714**	,892**
	Sig. (2-tailed)	,000	,000		,000	,000
	N	150	150	150	150	150
TR4	Pearson Correlation	,958*	,712**	,714**	1	,927**
	Sig. (2-tailed)	,000	,000	,000		,000
	N	150	150	150	150	150
TRTotal	Pearson Correlation	,914*	,887**	,892**	,927**	1
	Sig. (2-tailed)	,000	,000	,000	,000	
	N	150	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		PR1	PR2	PR3	PRTotal
PR1	Pearson Correlation	1	,692**	,830**	,917**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
PR2	Pearson Correlation	,692**	1	,765**	,884**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
PR3	Pearson Correlation	,830**	,765**	1	,951**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
PRTotal	Pearson Correlation	,917**	,884**	,951**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		AT1	AT2	AT3	ATTTotal
AT1	Pearson Correlation	1	,866**	,884**	,954**
	Sig. (2-tailed)		,000	,000	,000
	N	150	150	150	150
AT2	Pearson Correlation	,866**	1	,905**	,961**
	Sig. (2-tailed)	,000		,000	,000
	N	150	150	150	150
AT3	Pearson Correlation	,884**	,905**	1	,967**
	Sig. (2-tailed)	,000	,000		,000
	N	150	150	150	150
ATTTotal	Pearson Correlation	,954**	,961**	,967**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Correlations

		OP1	OP2	OP3	OPTotal
OP1	Pearson	1	,862**	,882**	,953**
	Correlation				
	Sig. (2-tailed)				
	N	150	150	150	150
OP2	Pearson	,862**	1	,895**	,959**
	Correlation				
	Sig. (2-tailed)				
	N	150	150	150	150
OP3	Pearson	,882**	,895**	1	,965**
	Correlation				
	Sig. (2-tailed)				
	N	150	150	150	150
OPTotal	Pearson	,953**	,959**	,965**	1
	Correlation				
	Sig. (2-tailed)				
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded(a)	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,924	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
TR1	10,60	10,792	,853	,894
TR2	10,59	9,909	,785	,917
TR3	10,61	10,292	,803	,908
TR4	10,66	10,186	,869	,886

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded(a)	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,904	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
PR1	4,87	5,856	,817	,856
PR2	4,88	6,442	,764	,902
PR3	4,98	4,798	,868	,817

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded(a)	0	,0
	Total	150	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,958	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
AT1	7,31	7,841	,896	,950
AT2	7,27	7,740	,912	,938
AT3	7,45	7,712	,926	,928

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	150	100,0
	Excluded(a)	0	,0
	Total	150	100,0

a Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,956	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
OP1	7,38	7,633	,895	,945
OP2	7,41	7,397	,906	,937
OP3	7,57	7,374	,921	,925

Lampiran 3

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Perceived	2,4556	1,16589	150
Trust	3,5383	1,05620	150

Correlations

		Perceived	Trust
Pearson Correlation	Perceived	1,000	-,693
	Trust	-,693	1,000
Sig. (1-tailed)	Perceived	.	,000
	Trust	,000	.
N	Perceived	150	150
	Trust	150	150

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Trust(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Perceived

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,693(a)	,481	,477	,84306	2,558

a Predictors: (Constant), Trust

b Dependent Variable: Perceived

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	97,346	1	97,346	136,962	,000(a)
	Residual	105,191	148	,711		
	Total	202,537	149			

a Predictors: (Constant), Trust

b Dependent Variable: Perceived

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,163	,241		21,389	,000					
	Trust	-,765	,065	-,693	-11,703	,000	-,693	-,693	-,693	1,000	1,000

a Dependent Variable: Perceived

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Trust
1	1	1,958	1,000	,02	,02
	2	,042	6,868	,98	,98

a. Dependent Variable: Perceived

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,3370	4,2068	2,4556	,80829	150
Residual	-2,54011	2,61372	,00000	,84023	150
Std. Predicted Value	-1,384	2,167	,000	1,000	150
Std. Residual	-3,013	3,100	,000	,997	150

a. Dependent Variable: Perceived

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
Attitude	3,6711	1,37897	150
Perceived	2,4556	1,16589	150

Correlations

		Attitude	Perceived
Pearson Correlation	Attitude	1,000	-,626
	Perceived	-,626	1,000
Sig. (1-tailed)	Attitude	.	,000
	Perceived	,000	.
N	Attitude	150	150
	Perceived	150	150

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Perceived(a)	.	Enter

a All requested variables entered.

b Dependent Variable: Attitude

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,626(a)	,391	,387	1,07944	2,423

a Predictors: (Constant), Perceived

b Dependent Variable: Attitude

ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	110,882	1	110,882	95,163	,000(a)
	Residual	172,448	148	1,165		
	Total	283,330	149			

a Predictors: (Constant), Perceived

b Dependent Variable: Attitude

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	5,488	,206		26,634	,000					
	Perceived	-,740	,076	-,626	-9,755	,000	-,626	-,626	-,626	1,000	1,000

a Dependent Variable: Attitude

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Perceived
1	1	1,904	1,000	,05	,05
	2	,096	4,451	,95	,95

a Dependent Variable: Attitude

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1,7885	4,7481	3,6711	,86266	150
Residual	-3,41476	2,63158	,00000	1,07581	150
Std. Predicted Value	-2,182	1,248	,000	1,000	150
Std. Residual	-3,163	2,438	,000	,997	150

a Dependent Variable: Attitude

Regression

Descriptive Statistics

	Mean	Std. Deviation	N
OnlinePurchase	3,7267	1,35170	150
Attitude	3,6711	1,37897	150

Correlations

		OnlinePurchas e	Attitude
Pearson Correlation	OnlinePurchase	1,000	,599
	Attitude	,599	1,000
Sig. (1-tailed)	OnlinePurchase	.	,000
	Attitude	,000	.
N	OnlinePurchase	150	150
	Attitude	150	150

Variables Entered/Removed(b)

Model	Variables Entered	Variables Removed	Method
1	Attitude(a)	.	Enter

a All requested variables entered.

b Dependent Variable: OnlinePurchase

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,599(a)	,359	,355	1,08586	2,390

a Predictors: (Constant), Attitude

b Dependent Variable: OnlinePurchase

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	97,732	1	97,732	82,887	,000(a)
	Residual	174,506	148	1,179		
	Total	272,238	149			

a Predictors: (Constant), Attitude

b Dependent Variable: OnlinePurchase

Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	1,571	,253		6,211	,000					
	Attitude	,587	,065	,599	9,104	,000	,599	,599	,599	1,000	1,000

a Dependent Variable: OnlinePurchase

Collinearity Diagnostics(a)

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Attitude
1	1	1,937	1,000	,03	,03
	2	,063	5,523	,97	,97

a. Dependent Variable: OnlinePurchase

Residuals Statistics(a)

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2,1579	4,5071	3,7267	,80989	150
Residual	-3,31137	2,64635	,00000	1,08221	150
Std. Predicted Value	-1,937	,964	,000	1,000	150
Std. Residual	-3,050	2,437	,000	,997	150

a. Dependent Variable: OnlinePurchase